

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	2996165
<b>Application Number:</b>	09767431
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	9566
<b>Title of Invention:</b>	Brand equity system and method of increasing the same
<b>First Named Inventor/Applicant Name:</b>	Charles L. Jones
<b>Customer Number:</b>	173
<b>Filer:</b>	Kevin W Guynn
<b>Filer Authorized By:</b>	
<b>Attorney Docket Number:</b>	US20000181
<b>Receipt Date:</b>	20-MAR-2008
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<b>Time Stamp:</b>	12:00:51
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$810
RAM confirmation Number	6847
Deposit Account	072069
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**File Listing:**

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Continued Examination (RCE)	RCE.pdf	79493	no	2
			4a491b0c67a234a2571d0c3202ab4e580a987c		

**Warnings:**

This is not a USPTO supplied RCE SB30 form.

**Information:**

2	Fee Worksheet (PTO-06)	fee-info.pdf	8159	no	2
			fcb1b3d1ea2023b5db777c3fa3d3d5dc06a4d123		

**Warnings:****Information:**

<b>Total Files Size (in bytes):</b>	87652
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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

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